

# USHNA IFTIKHAR

## CREATIVE DIGITAL MARKETER | META ADS | LEAD GENERATION

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### CONTACT INFORMATION

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### SUMMARY

A performance-focused Digital Marketer with 3+ years of experience specializing in Social Media Marketing, Meta Ads, SEO, and Lead Generation. I help brands strengthen their digital presence, generate qualified leads, and craft data-driven content strategies that convert. My work spans diverse industries, from real estate to education, combining creativity with measurable outcomes. As a passionate trainer and mentor, I've taught digital marketing at NAVTTC and ITSkill.pk, equipping students with market-relevant skills and freelance readiness. I bring a unique blend of executional expertise, visual storytelling, and strategic insight—driven by continuous learning and a commitment to delivering impact.

### TECHNICAL SKILLS

- |                    |                     |                         |
|--------------------|---------------------|-------------------------|
| • Meta Ads Manager | • Email Marketing   | • Leads Generation      |
| • Canva            | • Content Writing   | • Cold Outreach         |
| • SEO              | • Graphic Design    | • Social Media Strategy |
| • Google Analytics | • Digital Marketing | • Training & Mentoring  |

### PROFESSIONAL EXPERIENCE

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|---|-------------------------------|
| <b>Lead Generation Specialist   Grand Central Mall</b> <ul style="list-style-type: none"><li>• Executed Meta ad campaigns to attract investors &amp; retail brands</li><li>• Designed outreach strategies and landing funnels</li><li>• Increased monthly leads through targeted paid ads</li><li>• Leads generation</li><li>• Printing designs</li></ul> | <b>Apr 2025 – Present</b>     |
| <b>Digital Marketing Trainer   NAVTTC</b> <ul style="list-style-type: none"><li>• Trained students in SMM, SEO</li><li>• Meta Ads, and freelancing skills</li><li>• Delivered workshops on client outreach</li><li>• career readiness and project management</li></ul>  | <b>April 2025 – June 2025</b> |
| <b>Marketing &amp; Ad Executive   Landcaster Properties</b> <ul style="list-style-type: none"><li>• Managed Meta Ads for residential &amp; commercial projects</li><li>• Generated real estate leads with high conversion rates</li></ul>   | <b>January 2025 - April</b>   |
| <b>Digital Marketing and SEO   ITSKILL.PK</b> <ul style="list-style-type: none"><li>• Executed complete digital marketing strategies, including SEO, content marketing, and paid campaigns across various platforms.</li><li>• Supervised final projects and portfolio development</li></ul>  | <b>2024 - August 2025</b>     |

**Social Media Manager | ITZONE.UK**

**April 2023 - May 2024**

- Increased brand awareness
- Video Editing.
- Social Media Marketing.

**Team Lead – Freelance Projects**

**Apr 2023 - 2024**

- Handled social media & ads for multiple remote clients
- Managed creatives, reporting, and client communication
- Built personal brand, collaborated with influencers & micro-businesses

**Social Media Manager | Study Inn**

**Mar 2024 - February 2025**

- Ran paid ads to attract enrollments
- Created targeted content and monitored insights
- Daily posting
- Social media management
- project management

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**EDUCATION**

- **EDUCATION** Bachelor in Applied Psychology – GCUF
- Intermediate – Oxley College (2022–2024)

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**HOBBIES**

- **Reading Books** and novels
- **crime psychology**
- **writing and literature**
- **case studies**